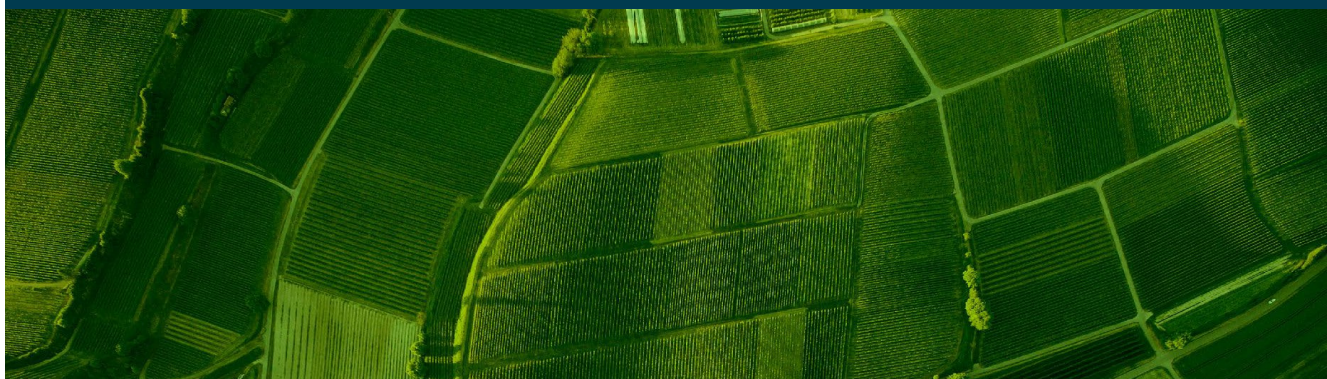


## Practice Abstract No 23

### Circular economy business models: A new way to reinforce sustainability and reduce food waste



#### Description

The shift to a Circular Economy offers significant benefits like reducing food waste and CO<sub>2</sub> emissions, attracting customers and improving efficiency throughout businesses and supply chains. Regenerative food production focuses on generating positive outcomes for nature, like healthier soils, increased biodiversity, and improved air and water quality.

Challenges like resource availability and changing consumer preferences force fresh produce producers to rethink linear models in their supply chains. CO-FRESH, led by Enco, provides businesses with tool kits for sustainable business models in fruit and vegetable production.

Circular economy concepts provide solutions to reduce food loss and waste, including: good data for identifying loss hot spots; investments in training, technology, and innovation; better food packaging and relaxed aesthetic requirements; valuing food at home; redistributing surplus food through food banks; facilitating farmer access to consumers through farmers markets and rural-urban linkages; and investing in sustainable infrastructure and logistics, including cold chains and cooling technologies.

#### Author(s)

Marco De La Feld, Antonietta Pizza, Ahmed Saidi.  
*ENCO*

#### Stakeholders

Farmers, Agri-practitioners, associations, supply chain stakeholders.

#### Country/Region

EU.

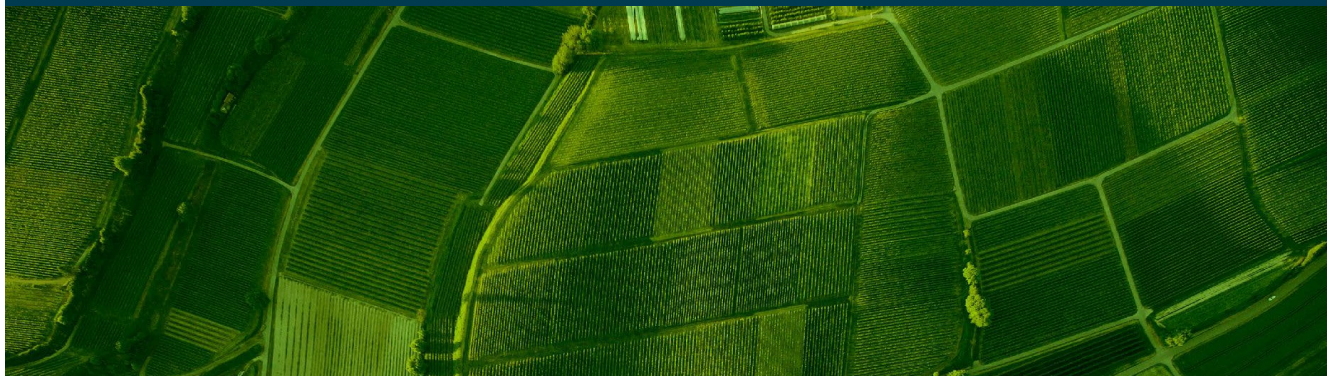
#### Keywords

circular, by-products, recycle, impact.



## Practice Abstract No 23

### Circular economy business models: A new way to reinforce sustainability and reduce food waste



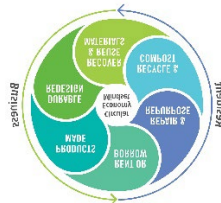
Description	Author(s)
<p>Il passaggio all'economia circolare offre numerosi vantaggi, come la riduzione dei rifiuti alimentari e della CO<sub>2</sub>, che possono attrarre clienti e garantire efficienza e risparmi. La produzione alimentare rigenerativa implica coltivare cibo con sistemi che generano risultati positivi per la natura, come terreni sani, maggiore biodiversità locale e miglior qualità di aria e acqua.</p> <p>Le sfide come la disponibilità di risorse e l'evoluzione delle preferenze dei consumatori spingono i produttori di frutta e verdura a ripensare i modelli lineari nelle loro filiere. Attraverso CO-FRESH, Enco fornirà kit di strumenti per modelli di business sostenibili nella produzione di frutta e verdura.</p> <p>Le soluzioni per ridurre la perdita e lo spreco di cibo includono: dati per identificare i punti critici; investimenti in formazione, tecnologia e innovazione; migliori imballaggi e regolamenti meno rigidi sugli standard estetici; comportamenti che valorizzino il cibo a casa; redistribuzione delle eccedenze alimentari attraverso banche alimentari; facilitazione dell'accesso degli agricoltori ai consumatori attraverso mercati agricoli e collegamenti rurali-urbani; investimenti per rafforzare infrastrutture e logistica, come catene del freddo e tecnologie di raffreddamento sostenibili.</p>	<p>Marco De La Feld, Antionietta Pizza, Ahmed Saidi <i>ENCO</i></p> <p><b>Stakeholders</b></p> <p>Farmers, Agri-practitioners, associations, citizens, private and public environmental organizations.</p>
	<p><b>Country/Region</b></p> <p>EU.</p>
	<p><b>Keywords</b></p> <p>circular, by-products, recycle, fruit juices.</p>



## Additional Information (context, links, etc.)

<https://www.enco-consulting.it/>

## Pictures



## About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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## CO-FRESH Partners



## Disclaimer

This practice abstract reflects only the author's view. The CO-FRESH project is not responsible for any use that may be made of the information it contains.



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